

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Derek Murashige / Docket #: 0009
Application No.: 10/662,998 / Examiner: Daye, Chelcie L.
Filing Date: September 16, 2003 / Art Unit: 2161
Title: **METHOD FOR IMPROVING A WEB SITE'S RANKING WITH
SEARCH ENGINES**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY

Dear Examiner:

In response to the Final Office Action mailed May 21, 2007 (hereafter OA), please accept
and consider this Reply.